

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

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Examiner: Bui, Bing Q  
Group Art: 2642

I hereby certify that this correspondence is being transmitted electronically to the United States Patent and Trademark Office using EFS-Web, on

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June 27, 2008

(Date of Deposit)

Edward M. Weisz

Name of applicant, assignee or Registered Representative

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/Edward M. Weisz/

Signature

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June 27, 2008

Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## INFORMATION DISCLOSURE STATEMENT

SIR:

In compliance with the duty of disclosure under 37 C.F.R. §1.56 and in accordance with the practice under 37 C.F.R. §§1.97 and 1.98, the Examiner's attention is directed to the documents listed on the enclosed Form PTO/SB/08a.

This information is being submitted after issuance of a Final Office Action on the merits, or after issuance of a Notice of Allowance, but before payment of the Issue Fee.

STATEMENT

No item of information contained in the Information Disclosure Statement was cited in a communication received from a foreign Patent Office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in §1.56(c) more than three months prior to the filing of the Information Disclosure Statement.

In accordance with 37 C.F.R §§1.97(g) and (h), the filing of this Information Disclosure Statement should not be construed as a representation that a search has been made or that information cited is, or is considered to be, material to patentability as defined in §1.56(b), or that any cited document listed or attached is (or constitutes) prior art. Unless otherwise indicated, the date of publication indicated for an item is taken from the face of the item and Applicant(s) reserve(s) the right to prove that the date of publication is in fact different.

The references cited on the attached form were brought to the undersigned's attention by the Examiner during a telephone interview on June 25, 2008. In accordance with the Examiner's request, this Information Disclosure Statement is filed. Accordingly, it is believed that no fee is required in connection with this Information Disclosure Statement. However, if a fee is believed to be due, it may be charged to our Deposit Account No. 03-2412.

It is respectfully requested that the above information be considered by the Examiner and that a copy of the enclosed Form PTO/SB/08a be returned indicating that such information has been considered.

Respectfully submitted,  
COHEN PONTANI LIEBERMAN & PAVANE LLP

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Dated: June 27, 2008